1. (**Currently Amended**) A method, comprising:

receiving an input signal sent from a calling or sending party<u>, wherein the input signal includes</u> ~~having a~~ haptic code therein;

extracting the haptic code from the input signal, the haptic code being associated with a haptic logo which distinctly corresponds to the calling or sending party; and

providing a control signal to an actuator, the control signal being based at least in part on the haptic code and configured to <u>be directly applied to the actuator to</u> cause the actuator to output a haptic effect associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

2. (**Original**) The method of claim 1 wherein the haptic logo is associated with a status event.

3. (**Original**) The method of claim 2 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

4. (**Original**) The method of claim 1 wherein the haptic effect is output to a handheld communication device.

5-7. (**Canceled**)

8. (**Currently Amended**) A computer-readable storage medium on which is encoded ~~program code~~ <u>instructions</u> to be executed by a processor, said ~~program code comprising~~ <u>instructions when executed configuring the processor to</u>:

~~program code for receiving~~ <u>receive</u> an input signal, wherein the input signal is sent from a calling or sending party and ~~having~~ <u>includes</u> a haptic code therein;

~~program code for extracting~~ <u>extract</u> the haptic code from the input signal, the haptic code being associated with a haptic logo distinctly corresponding to the calling or sending party; and

~~program code for providing~~ provide a control signal to an actuator, the control signal being based at least in part on the haptic code and configured to <u>directly apply the haptic code to the actuator to</u> cause the actuator to output a haptic effect associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

9. (*Original*) The computer-readable medium of claim 8 wherein the haptic logo is associated with a status event.

10. (*Original*) The computer-readable medium of claim 9 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

11. (*Original*) The computer-readable medium of claim 8 wherein the haptic effect is output to a handheld communication device.

12-16. (*Canceled*)

17. (*Currently Amended*) An apparatus, comprising:
    a processor;
    an actuator in communication with the processor; and
    a memory in communication with the processor, the memory storing program code executable by the processor, ~~including~~ the processor configured to:
        ~~program code for receiving~~ receive an input signal, wherein the input signal is sent from an calling or sending party and having a haptic code therein;
        ~~program code for extracting~~ extract the haptic code from the input signal, the haptic code being associated with a haptic logo distinctly corresponding to the calling or sending party; and
        ~~program code for providing~~ provide a control signal to the actuator, the control signal being based at least in part on the haptic code and configured to <u>directly apply the haptic code to the actuator to</u> cause the actuator to output a haptic effect

4346034v1

associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

18. (*Original*) The apparatus of claim 17 wherein the actuator is coupled to a handheld communication device.

19. (*Original*) The apparatus of claim 18 wherein the handheld communication device includes one of a cellular phone, a satellite phone, a cordless phone, a personal digital assistant, a pager, a two-way radio, a portable computer, a game console controller, a personal gaming device, and an MP3 player.

20. (*Original*) The apparatus of claim 17 wherein the haptic logo is associated with a status event.

21. (*Original*) The apparatus of claim 20 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

22. (*Original*) The apparatus of claim 17 wherein the memory further stores a haptic lookup table associating a plurality of haptic codes each with a control signal.

23. (*Original*) The apparatus of claim 22 wherein the memory further stores program code to download the haptic lookup table from a remote source.

24-28. (*Canceled*)

29. (*Currently Amended*) A mobile device comprising:

        means for receiving an input signal sent from an calling or sending party;

        means for extracting a haptic code from the input signal, the haptic code being associated with a haptic logo which ~~only~~ distinctly corresponds to the calling or sending party; and

4346034v1

means for <u>directly applying the haptic code to an actuator for</u> outputting a haptic effect associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

30. (**Currently Amended**) A method, comprising:

~~transmitting an input signal from an calling or sending party via a first communication device;~~

receiving ~~the~~ <u>a first input</u> signal at a ~~second~~ communication device; ~~and~~

extracting a haptic code from the <u>first</u> input signal at the ~~second~~ communication device, the haptic code being associated with a haptic logo ~~only~~ distinctly corresponding to the calling or sending party, wherein the <u>haptic code causes</u> an actuator of the ~~second~~ communication device <u>to output</u> ~~outputs~~ a <u>first</u> haptic effect associated with the haptic logo, wherein the <u>first</u> haptic effect identifies the calling or sending party of the input signal<u>;</u>

<u>receiving a second input signal at the communication device, wherein the second input signal indicates a distance between the calling or sending party and the communication device; and</u>

<u>causing the actuator to output a second haptic effect based on the second input signal</u>.

31. (**New**). The method of claim 4, further comprising:

receiving a second input signal that indicates a distance between the calling or sending party and the handheld communication device; and

causing the actuator to output a second haptic effect based on the second input signal.

4346034v1